

RHS 50th Meeting Minutes
December 3, 2008
7:30 Bessie Chin Library

Present: Jason Lewis, Veronica Tunucci, Eladia Laines, Robin Moller, Susan Rios, Becky Reed, Richard Torney, Mike Dibley, Sue Chelini, Karen Evans Calderon, Nancy Mandl, Marilee Rogers, Paula Skov, Nancy Lubamersky, Jeannie Perry, Tom Malvino

Minutes: Approved last month's minutes

Clarification on purpose of event: Bring the community of the Redwood Family together for "Friend Raising". Make decisions with the goal of community-building, and believe that "the money will follow". Becky noted the Foundation's need to fundraise (not spend money on a party), as proceeds will go to the Foundation.

Logo: Thanks to Anne Doyle for creating it. Anyone who needs a copy, please contact Eladia (eladia@UniqueHomes.net) or Robin.

Website: Jeff (jslavitz@comcast.net) is doing a great job. He is sending emails to each graduating class to Save the Date and find missing classmates. Goal is to have each graduate register through the link at www.redwood50.org, in order to include them in our alumni database.

Budget: Trying to price tickets to *Redwood Rocks at 50!* at \$50. It all depends on early fundraising success!

Fundraising: Received \$5,000 grant from Board of Trustees. Committee requested \$10,000 support from the RHS Foundation, who will vote on it at their next meeting. Committee representatives met with Sue Santa from Woodland's Market, seeking her participation. She'll get back to us next week. A committee is being formed to send solicitation letters, as well as look for key major donors. Donations in-kind are also being sought for the Raffle and Silent Auction.

Event Merchandise: Susan Rios has agreed to help with ordering and selling event merchandise: Hats, tee shirts, mugs, DVD's and market bags. It was suggested that Woodland's support the market bags. Susan will look into marketing of redwood seedlings to sell or give away at *Day on the Green* and as a party favor for *Redwood Rocks at 50!*

Raffle: Any ideas what to Raffle? Put raffle tickets in invitation and also sell during *Redwood Rocks at 50!* Nancy Mandl spoke of a "key raffle", where attendees purchase a key and the key that operates the lock wins the prize. Also discussed the idea of raffling a motor scooter. Eladia will look into seeing if we can purchase one at cost. A raffle chair person is needed.

Publicity:

- Save the Date flyer: created, but needs a little revision (meeting dates, add *First Four Years Reunion* to list) and needs distributing—posting in shop windows, etc. Sue Chelini will hand them out at Redwood tours.
- Richard Torney received word from James Wood of *Marin Magazine* that they would be interested in a story. Discussed featuring Marilee (alum, staff, and parent.) Will contact them again to confirm. Richard will also speak to Carl Nolte from SF Chronicle. No progress has been made with the *Marin Scope* papers or *IJ*.

- Jason Lewis (Jason@marinnostalgia.org) explained his website (can sign up for his newsletter) and showed us a video clip announcing the 50th weekend activities. The group was very impressed! He will work with Richard to look for more photos. Resources at Redwood include the library archives, and Tom Sivertsen's Bark archives. A video editor is needed to create a film to show in the Little Theater during *Day on the Green*. Nancy L and Susan R have some contacts they will ask.
- Need for a publicist was discussed.
- Robin will write a thank you letter to the Board of Trustees, with a short update on our activities.
- Famous Alumni: Gavin Newsom had a town hall meeting in the Redwood Library this week as part of his exploratory run for Governor. Robin met with someone with his campaign and we expect he will participate in some form (Skip Lovelady). Robin Williams was discussed (Doug Basham, Susan R), as well as Matt Doyle, starring in Broadway production of *Spring Awakenings* (Becky R, Nancy L), Shoshanna Bush, and Sean Penn (Susan R). Perhaps they could perform or attend *Redwood Rocks at 50!*
- Facebook: site has attracted a lot of attention, and to date over 100 alumni have indicated they will attend. Need a social network expert to pay attention to Facebook, LinkedIn, and MySpace.

Invitations: Looking for printer and for paper sources. Sue C will check with RHS printshop. Hoping to send paper invitation out in mid-February.

Event Updates:

- Athletic Hall of Fame: All plans are a go. Athletes will be announced in January.
- (Academic) Hall of Fame: in the works. Nancy L. working with Sue.
- *Day on the Green*: Current Redwood students will get involved in January. Bands and food details need to be pinned down by next week. *Revolver, Bon Tempe, Private Eye, Crunchy Frog, Bob Hill Band, Clark Kentfields* are options.
- Birthday cake? Shall we have a cake cutting? *Day on the Green* and/or *Redwood Rocks at 50!*
- *Redwood Rocks at 50!*: Committee has met and is getting organized. Tent will be at Nordstrom's gravel lot, and expenses shared with CML Schools Foundation (met with them earlier regarding their event on May 2.) Possible tent use by other events mid week (Marin Symphony, Golden Bell, Bunko party.) Working hard to keep prices down so tickets will be \$50.
- *Mini reunions*: BARK is well organized, staff reunion at Jason's on Sat. from 4-7. Others?

Timeline: Need to create one.

Priority jobs needing to be filled:

Fundraising team (Thank you Jeannie for agreeing to lead!)
 Restaurant coordinator (for solicitations & donations, fixed price dinner on Saturday night)
 Raffle chairperson
 Publicity chairperson
 Social network expert

Next meeting: Wednesday, January 7, 7:30 at Redwood's Bessie Chin Library